

ORDER



KSNC

Orders	Order / Rev:	<u>100316</u>		
	Alt Order #:	<u>06809956</u>		
	Product Desc:	<u>NRSC 2012</u>		
	Estimate:			
	Flight Dates:	<u>10/31/12 - 11/06/12</u>	Primary AE:	<u>Amy McCreary</u>
	Original Date / Rev:	<u>04/13/12 / 11/02/12</u>	Sales Office:	<u>BLPHI</u>
	Order Type:	<u>GENERAL</u>	Sales Region:	<u>National</u>
Agency	Name:	<u>Nebo Media, Inc.</u>		
	Buying Contact:		Billing Type:	<u>Cash</u>
	Billing Contact:		Billing Calendar:	<u>Broadcast</u>
		<u>1023 31st St. NW</u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>Washington, D.C. 20007</u>	Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>National Republican Senatorial Comm</u>		
	Demographic:	<u>A35+</u>	New Business Thru:	
	Product Codes:	<u>PLI2,PLI1</u>	Order Separation:	<u>00:05:00</u>
	Priority:	<u>SELECT PRIORITY CODE</u>	Advertiser External ID:	
	Revenue Codes:	<u>POLITICAL/AGY, PISSUE, GEN</u>	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	115	\$80,675.00	\$68,573.75	November 2012	115	\$80,675.00	\$68,573.75	0.00
					Totals	115	\$80,675.00	\$68,573.75	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	Seattle	North America	Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

Category	Allocation (%)	Value (\$)
KSNV	31%	\$80,675.00
Market	100%	\$260,241.94

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$80,675.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$44,241.13
KTUD	1%	\$2,602.42
KVVU	17%	\$44,241.13
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,807.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E	1	KSNV	11/05/12	11/06/12	M-F 6-7a WakeUp w/Wagners	6-7a	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		4		\$700.00		0.00					

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KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	11/05/12	11/06/12	M-F 6-7a	WakeUp w/Wagners	G	6-7a		MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 2	KSNV	11/02/12	11/02/12	M-F 6-7a	WakeUp w/Wagners	G	6-7a		---F--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 3	KSNV	10/31/12	11/01/12	M-F 6-7a	WakeUp w/Wagners	G	6-7a		--WT---	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 4	KSNV	10/31/12	11/02/12	Today Show		CM	658a-9am		--WTF--	:30	6	\$900.00	1	0.00	NM	6	\$5,400.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 5	KSNV	11/05/12	11/06/12	Today Show		CM	658a-9am		MT-----	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 6	KSNV	11/05/12	11/06/12	M-F Today Show II	3rd H	CM	9-10a		MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 7	KSNV	10/31/12	11/02/12	M-F Today Show II	3rd H	CM	9-10a		--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 8	KSNV	10/31/12	11/02/12	M-F Today Show III	4th H	CM	10am-11am		--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 9	KSNV	11/05/12	11/06/12	M-F Today Show III	4th H	CM	10am-11am		MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 10	KSNV	11/05/12	11/06/12	Rachael Ray		CM	11am-12pm		MT-----	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12																	
E 11	KSNV	10/31/12	11/02/12	Rachael Ray		CM	11am-12pm		--WTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RR																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 12	KSNV	10/31/12	11/02/12	Noon News		CM	12-1230pm		--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 13	KSNV	11/05/12	11/05/12	Noon News		CM	12-1230pm		M-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	2	\$425.00	0.00						
E 14	KSNV	11/05/12	11/05/12	The Agenda 1230pm	CM	1230-1p		M-----	:30	1	\$325.00	1	0.00	NM	1 \$325.00
				The Agenda 1230pm											
				AGENDAY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	1	\$325.00	0.00						
E 15	KSNV	10/31/12	11/02/12	The Agenda 1230pm	CM	1230-1p		--WTF--	:30	3	\$325.00	1	0.00	NM	3 \$975.00
				The Agenda 1230pm											
				AGENDA											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	--WTF--	3	\$325.00	0.00						
E 16	KSNV	10/31/12	11/02/12	The Doctors	CM	2pm-3pm		--W-F--	:30	2	\$325.00	1	0.00	NM	2 \$650.00
				The Doctors											
				DRS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	--W-F--	2	\$325.00	0.00						
E 17	KSNV	11/01/12	11/01/12	The Doctors	CM	2pm-3pm		---T---	:30	2	\$325.00	1	0.00	NM	2 \$650.00
				The Doctors											
				DRS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	---T---	2	\$325.00	0.00						
E 18	KSNV	11/05/12	11/05/12	The Doctors	CM	2pm-3pm		M-----	:30	2	\$325.00	1	0.00	NM	2 \$650.00
				The Doctors											
				DRS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	2	\$325.00	0.00						
E 19	KSNV	11/05/12	11/05/12	Dr. Phil	CM	3-4p		M-----	:30	2	\$450.00	1	0.00	NM	2 \$900.00
				Dr Phil											
				PHIL											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	2	\$450.00	0.00						
E 20	KSNV	10/31/12	11/02/12	Dr. Phil	CM	3-4p		--WTF--	:30	6	\$450.00	1	0.00	NM	6 \$2,700.00
				Dr Phil											
				PHIL											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	--WTF--	6	\$450.00	0.00						
E 21	KSNV	10/31/12	11/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		--WTF--	:30	3	\$700.00	2	0.00	NM	3 \$2,100.00
				(4PM NEWS (1 hour))		(4:00 PM-4:30 PM)									
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	--WTF--	3	\$700.00	0.00						
E 22	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		M-----	:30	1	\$700.00	2	0.00	NM	1 \$700.00
				(4PM NEWS (1 hour))		(4:00 PM-4:30 PM)									
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	1	\$700.00	0.00						
E 23	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		M-----	:30	1	\$700.00	2	0.00	NM	1 \$700.00
				(4PM NEWS (1 hour))		(4:30 PM-5:00 PM)									
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 11/05/12	11/11/12	M-----	1	\$700.00	0.00						
E 24	KSNV	10/31/12	11/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		--WTF--	:30	3	\$700.00	2	0.00	NM	3 \$2,100.00
				(4PM NEWS (1 hour))		(4:30 PM-5:00 PM)									
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	--WTF--	3	\$700.00	0.00						
E 25	KSNV	10/31/12	11/02/12		CM	5-630p		--WTF--	:30	3	\$1,100.00	2	0.00	NM	3 \$3,300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Today											
				Saturday Today											
				SAT TODAY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S-	1	\$600.00	0.00						
E 38	KSNV	11/03/12	11/03/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				News 3 Today - SAT											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S-	1	\$500.00	0.00						
E 39	KSNV	10/31/12	11/02/12	FacetoFace/Ralston Rep	CM	630-657pm	--WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
				Face to Face w/ J.Ralston											
				FACE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	--WTF--	2	\$900.00	0.00						
E 40	KSNV	10/31/12	11/02/12	Wake Up Early w/ Wagn	CM	430a-5a	--WT---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
				Wake Up Early Wagners											
				EARLY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	---WT---	1	\$200.00	0.00						
E 41	KSNV	11/03/12	11/03/12	Weekend Jeopardy/Whe	CM	657-8pm	-----S-	:30	1	\$325.00	3	0.00	NM	1	\$325.00
				WKND Jeop/Wheel											
				WH/JEP											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S-	1	\$325.00	0.00						
E 42	KSNV	11/03/12	11/03/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
				Saturday Prime 10-11pm											
				SVU											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S-	1	\$1,000.00	0.00						
E 43	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
				Sa-Su News 3 at Eleven											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S-	1	\$1,000.00	0.00						
E 44	KSNV	11/03/12	11/03/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Saturday Night Live											
				SNL											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S-	1	\$1,400.00	0.00						
E 45	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SUNDAY											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S	1	\$350.00	0.00						
E 46	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
				Sunday Today											
				SUN TODAY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S	1	\$500.00	0.00						
E 48	KSNV	11/04/12	11/04/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				News 3 Today											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S	1	\$500.00	0.00						
E 49	KSNV	11/04/12	11/04/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
				Chris Matthews SUN 9:30am											
				CHRIS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/29/12	11/04/12	-----S	1	\$500.00	0.00						
E 50	KSNV	11/04/12	11/04/12		CM	1P-9PM	-----S	:30	1	\$6,500.00	3	0.00	NM	1	\$6,500.00

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